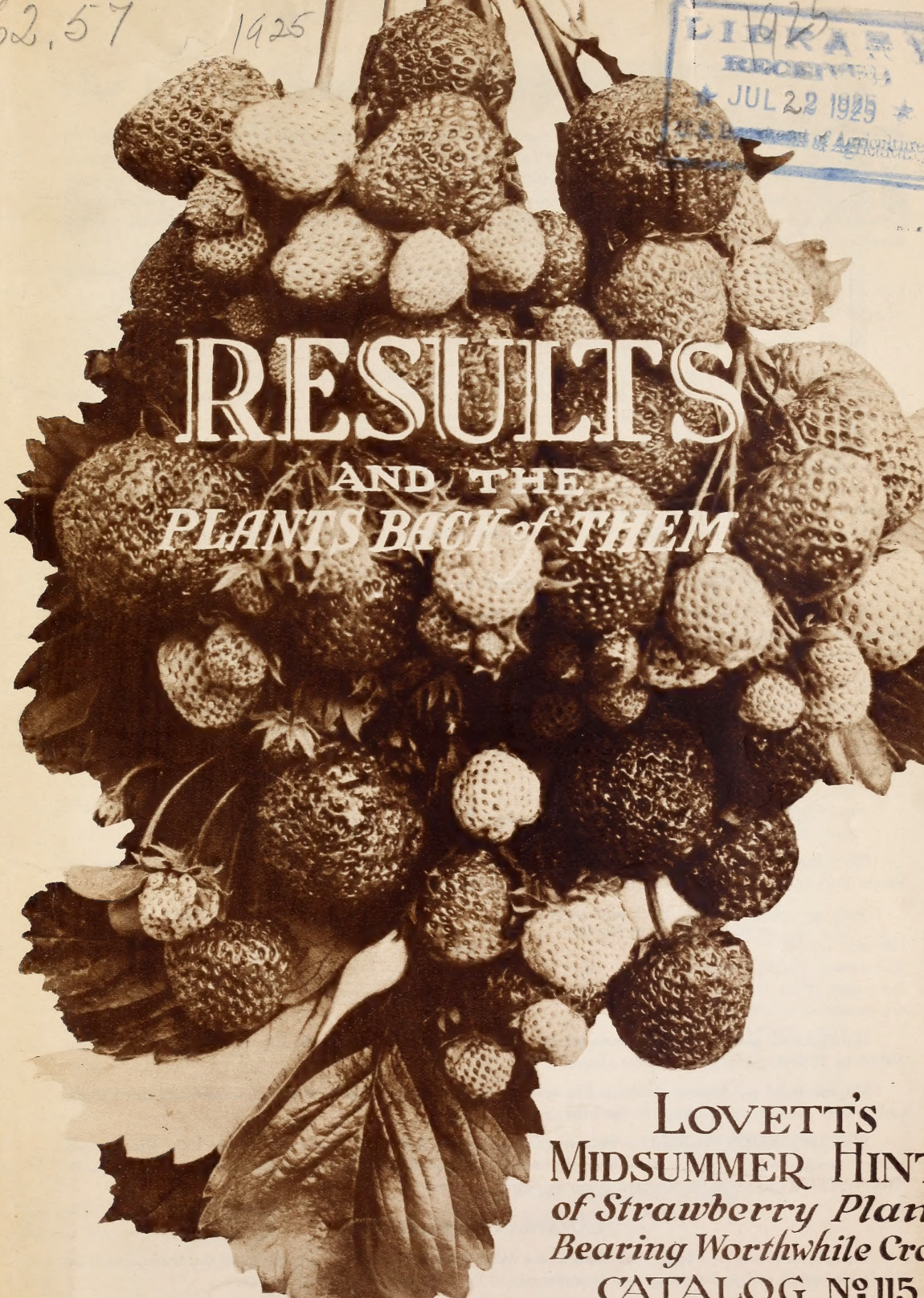


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Do not assume content reflects current scientific knowledge, policies, or practices.

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1925



RESULTS

AND THE
PLANTS BACK OF THEM

LOVETT'S
MIDSUMMER HINTS
of Strawberry Plants
Bearing Worthwhile Crops
CATALOG No 115

LOVETT'S NURSERY, LITTLE SILVER, NEW JERSEY

Advice and Terms



POT-GROWN Strawberry Plants should be shipped by express; they cannot well be mailed on account of the heavy ball of earth at the roots, and the delays incidental to freight shipments are often fatal to them. It is customary for nurserymen not to offer ordinary or layer plants until late in the season, for the reason that, during the summer, the plants are putting forth their runners and making their increase, and to disturb the beds at this season causes the destruction and loss of thousands of unrooted plants.

KNOWING the characteristics of each variety offered, we can often make selections for our patrons better than they can for themselves. When it is desired that we shall do this, please state the general character of the soil to be planted—light or heavy—and whether early, late or a succession of fruit is desired.

We cannot accept an order of less amount than \$1.00.

Payments invariably in advance. Goods send C.O.D. only when twenty-five per cent. of the amount is forwarded with order, with return charges added. Remit by Postal Money Order, Registered Letter, New York Draft or Express Money Order. Always enclose remittance with the order.

Everything offered in this pamphlet is packed free of charge and delivered to forwarders, after which our control ceases, consequently our responsibility also. State plainly to what point goods are to be sent. The prices quoted for strawberry plants are for pot-grown plants in all instances and for the quantities specified; but six and fifty of a variety will be supplied at dozen and hundred rates, respectively. Less than fifty of a variety go at dozen rates. We cannot accept orders for less than six plants of a variety of strawberries.

A ten per cent. discount off the 100 rate will be granted on lots of 500 or over.

It is our custom, should the supply of a variety become exhausted, which occasionally occurs in all nurseries, to substitute in its stead a similar sort. When it is desired that we shall not do this, it must be so stated in the order.

Claims, if any, must be made upon receipt of goods, when they will be carefully and cheerfully examined, and if just, all made satisfactory. Claims made after fifteen days of receipt of goods will not be entertained. We send out only good plants and in good condition, carefully packed in all cases; but success or failure depends, in so large a degree, upon care and management after received, that we do not, because we cannot, undertake to guarantee stock to live.

Pot-grown Strawberry Plants by Parcel Post

We will ship any of the varieties offered, by Parcel Post, if requested to do so. Rates for shipment by Parcel Post to points within the United States are as follows:

	First pound or fraction	Each add. pound or fraction		First pound or fraction	Each add. pound or fraction
1st and			5th zone.....	10c.	6c.
2nd zone.....	7c.	1c.	6th zone.....	11c.	8c.
3rd zone.....	8c.	2c.	7th zone.....	13c.	10c.
4th zone.....	9c.	4c.	8th zone.....	14c.	12c.

Insurance on parcel post shipments are 5c. up to \$5.00; 8c. up to \$25.00; 10c. up to \$50.00; 25c. from \$50.00 to \$100.00; in addition to the above.

Shipments by parcel post are limited to seventy pounds per package to the first, second and third zones and to fifty pounds per package to the other zones.

WEIGHT WHEN PACKED.—Pot-grown strawberries, 3 lbs. per dozen; 24 lbs. per 100. Please send money enough to pay postage, in addition to cost of plants ordered, when shipment is to be made by mail. The surplus (if any) will be returned when shipment is made.

CANADIAN SHIPMENTS

There is so much "red tape" and consequent delay in connection with shipments to the Dominion that we do not solicit orders for pot-grown strawberries to be shipped to Canadian points.

WESTERN UNION TELEGRAPH—Little Silver, N. J., and Red Bank, N. J.

POSTAL TELEGRAPH—Red Bank, N. J.

LONG DISTANCE TELEPHONE—No. 1475 Red Bank, N. J.

The Joy of Beating Father Time

*"If you can fill the unforgiving minute
With sixty seconds' worth of distance run,
Yours is the world and everything that's in it
And what is more—you'll be a man, my son!"*

THUS run Kipling's immortal lines. From the cradle to the grave we are told that "time is money." But it is far more than that! It is opportunity measured by seconds! This holds doubly true in the garden where an opportunity lost can frequently never be regained.

But man's ingenuity will find ways and means to catch up with time passed. This was the fundamental motive that prompted the founder of Lovett's Nursery to grow Strawberry plants with a root-system that would enable them to catch up with time. Strawberry beds have always been more or less of a "follow-up" crop. It remained for Lovett's *Pot-grown*, well-rooted plants to make the follow-up system in midsummer gardening an unqualified success.



*The type of
plant that
will help
you to beat
Father Time*



And so we invite orders from those appreciative of better service in plants destined to beat Father Time. We guarantee Lovett's Pot-grown Strawberry plants to do three things: to grow regardless of advanced, dry season; to yield crops, in due time, as per promise in descriptions; and to make you feel glad that you came to *specialists*, for with us, men, methods, and experience combine for competent growing, packing and shipping.

It will be a pleasure to hear from you.

LOVETT'S NURSERY.

*Little Silver, New Jersey
Midsummer of 1925*



How to Grow Bumper Crops of Fine Strawberries

To begin with, we are going to give you the principal reason why every home garden should have its own Strawberry patch. The Strawberries grown to sell on the market must have firm flesh and strong skin—that's what makes them good market fruit. But these two characteristics seldom go hand in hand with quality. Moreover, market fruits must be of bright color. Yet, some of the greatest quality berries, like Edmund Wilson, of the Van Fleet Hybrids, are of too dark color and too irregular shape to be considered good market varieties.

To summarize:—the market grower chiefly looks for regular shape, solid flesh and strong skin; the home gardener mostly cares for tender flesh and quality within. Seldom do we find all these characteristics in one variety. This difficulty constitutes the principal reason for the desirability of the home berry patch. Strawberries are among the easiest fruits to grow. The Strawberry plant is truly a healthy weed, and given half a chance it cannot help but thrive and bear liberal crops of delicious fruit. But, alas, the average "layer" plant, set out late in the season, does not have half a chance. Dry weather, that is likely to occur late in June and during July, spells death to thousands of the ordinary layer plants. Disappointment, due to this fact, has kept many planters from attempting to have a Strawberry bed, and it was a realization of this which first caused the founder of this business, almost half a century ago, to start propagating pot-grown plants.

The pot-grown Strawberry is a firmly established plant which, when set out in the garden in any kind of weather, will do well because it already has a complete root system. When ordinary care is exercised in setting out such plants, the gardener will not lose one.

Last spring an enthusiastic customer sent us the picture shown above. These plants had traveled three days and nights (and they arrived on May 22nd,—the hottest May 22nd since 1881) and were received in such perfect condition as to cause him to take their pictures. The plants were not even wilted, the foliage, blossoms and young fruits appearing tip-top in every way. Subsequent reports proved that not a single plant of over a hundred either suffered or got lost.

With plants of this kind we recognize no limitations as to the distances we can ship. Satisfied Lovett customers can be found from our most northern States to the Gulf, and from the Atlantic to the Pacific. Besides having skilled plantmen to grow the plants, we have men who know how to pack them for any long journey. If you have never dealt with us, it will be a pleasure to have you put our service to the test.

Modest Crops this Fall, from Everbearing Sorts

The illustration of a potgrown plant on the preceding page will familiarize you with the nature of the stock of specimen plants which we are sending out this season. This type of plant stands for complete insurance against loss. Set out any time during July or August, it will take root at once, bloom freely and make a strong growth by fall. You may even hope to gather a moderate amount of fairly good sized fruit before frost if you should set out plants of the Everbearing varieties.

Among the latter we want to call your particular attention to Lovett's "All Season," last year's novelty, which is fully described on pages 7 and 8. In addition to the free bearing characteristics of enormous berries, it has proved to be of a marvelous constitution. Last winter was about as unfavorable a season for Strawberries in many sections as we have ever experienced. Strawberry plants do not like open winters, the alternate freezing and thawing producing heaving, which frequently proves fatal. It seems, however, that Lovett's All Season is exceptionally well anchored by a root system unsurpassed in any variety we know. As a result, the plants came through in fine shape, and at this writing, June 5th, are literally loaded with ripe as well as green berries, and a great abundance of flowers.

All Everbearing varieties will bear clear up to heavy frosts, minor frosts that occur earlier in the season doing very little or no damage whatever to either plants or fruit.

Fundamental Facts about Strawberry Growing

You can never get the soil to yield more than is in it. Or, put the other way, if you want the soil to yield extra results, in either size of fruit, quantity of it, or quality, you must give to the soil that which will enable it to perform the expected duty.

As the Strawberry plant is an exceptionally heavy feeder, it is best to select a rich piece of ground for the Strawberry bed. Any good garden soil liberally enriched with well-rotted manure, humus, or other decayed vegetable or animal matter, is ideal for the purpose of growing fine big berries in liberal quantities. The ground should be spaded deeply, and several applications of bone meal, scattered on the ground and worked into the surface with a fine rake, should be very beneficial. A moist soil is preferable to one inclined to be dry. Soils with exceptional drainage require frequent watering to enable the plants to do their best. Where manure is used in liberal quantities fine sandy soils will bear wonderful crops. Strawberries should not be planted in a location that does not get a minimum of six hours of sunlight each day. They surely should not be planted under trees or in other shady situations.

Just previous to planting, dip the roots with the adhering earth of each plant, one by one, into a bucket of water. (See illustration on next page.) The placing of a handful of straw, grass, etc. (or berry basket) over each plant for a few days, until the plants get "started," is a good thing to do. Old stained baskets are as good as any for this purpose. It is best to remove the covering after three or four days; and do not permit it to remain, in any event, for more than a week.

For hill culture in the family garden, set plants in rows two feet apart, and the plants twelve inches apart in the row; or if to be worked by horse and cultivator, have the rows three feet and the

plants one foot apart in the row. In either case, cut off the runners as they appear. If to be grown in matted rows, plant in rows three and one-half or four feet apart and the plants a foot apart in the row, permitting the runners to grow at will.

Selection of Varieties

The blossoms of all cultivated Strawberries are either bi-sexual (perfect) or pistillate (imperfect). All the varieties offered in this catalog have perfect blossoms and none, therefore, require the association of another kind in order to be fruitful. It is best, unless the ground to be planted is of very limited extent, to plant at least three varieties (early, mid-season, and late), that the time of fruiting may extend over a period of several weeks.

The autumn, or everbearing, varieties usually begin to yield ripe berries in a month to six weeks from date of planting and continue to do so until late autumn. Never order less than a dozen plants of a variety, as a proper test cannot be made with a smaller number than this.

After-Culture

This consists in keeping the soil mellow and free of weeds, by frequent hoeing or cultivation. At the approach of winter (as soon as the ground is frozen sufficiently to support the weight of a horse and cart) cover the entire bed with salt-meadow hay or other loose, light material. Light strawy manure is excellent for this purpose, as the soluble portion leaches into the soil and affords nourishment to

the plants, while the fibrous portion remains upon the surface as a mulch. Evergreen branches are useful for holding the covering in place and are, themselves, a protection. When the plants start growth in the spring, remove most of the mulch and leave it on the surface about the plants; this prevents the berries from becoming splashed.





Why Not Get The Children Interested?

The majority of children love to dig in the soil. That inherent instinct deserves encouragement and if you could just get the boys and girls interested in what work done in the garden will do for them, and the family, you would be doing some mighty fine work to foster better citizens.

Now for a starter we could not think of anything more appropriate than to give the boys and girls their own Strawberry bed. When they get plants that have nice root balls on them and possibly even some flowers and small fruits, you will experience no difficulty in fanning their enthusiasm into action, for do not the plants themselves show promise of a crop?

Any boy or girl could have a nice Strawberry bed with the help of such plants as held by the young gardener shown above. We are willing to do our part to popularize the making of Strawberry beds by boys and girls. We will not only provide plants that will grow and cause them to feel that their efforts are going to be rewarded, but we are willing to go farther.

LOVETT'S PRIZE OFFER FOR RESULTS GAINED BY BOYS AND GIRLS

For the best experience story of any boy or girl between the ages of 12 and 15, accompanied by two photographs showing results scored, we will send the collection of perennial flowers described on page 23 of this catalog. The size of the patch and the number of plants it contains is immaterial so long as the competitor proves that the potgrown Strawberry plants came from us. Stories of experience and experiments with our Everbearing varieties should be sent us not later than December 1st. Reports on the June bearing varieties should reach us not later than July 15, 1926.

Everybody is Bound to Succeed with Plants Like That Shown Above and on page 3. Given a good piece of ground, fair soil prepared as outlined above, and ordinary garden culture such as you would give any vegetable or flower, the plants we supply cannot help but make good in a big way. They are heavily rooted, have stocky tops, and will take hold and develop rapidly. Where extra-sized berries are wanted, it is well (in the case of everbearing varieties fruiting this fall) to reduce the flowerbuds to a certain number on each plant. This corresponds with the disbudding process among flowers. By throwing the strength of the plant into fewer berries, you cause these berries to become larger. We shall be pleased to hear from our customers at any time to what extent our plants are successful.

Lovett's Novelties and Specialties in Strawberries

Every year we experiment with many standard as well as new varieties regardless of who introduced them. This not only enables us to judge the standards of our own strains, but when we do discover some new and really worth while variety, we generally add it to our collection. As newcomers supersede old varieties, the old standards are dropped. In the following four pages we present progress up to the minute in Strawberries.

LOVETT'S ALL SEASON *A Rare Find Among Everbearing Strawberries*

As specialists in Strawberries, we are of necessity extremely critical. If, therefore, we do speak about a newcomer to the ranks of worth-while varieties with enthusiasm, you may feel sure that it is a truly remarkable variety. We are more enthusiastic than ever about Lovett's All Season, which, after another year's test, has come through with flying colors. Not only is Lovett's All Season the largest fruited of any ever-bearing variety that we have ever grown (see illustration of natural size fruit below), but it is also the most prolific in number of berries produced, besides having an enduring bearing power beyond comparison with that of any other kind.

Back of it all, is a constitution at which even we, accustomed to extraordinary things among Strawberries, cannot help but marvel. Lovett's All Season makes a sturdy, stocky, upright plant with many leathery leaves that seem to endure heat better than any other variety we know. As a result, this variety will bear right through the hottest and

dryest spells, when other varieties "go on a strike." In our fields, it stands out as do few varieties, comparing favorably with Edmund Wilson and Bushel Basket. We find just one fault with this variety, if it can be called a fault,—it is inclined to bear continually immense crops of fruit, and that causes the parent plants to become weakened late in the summer. This is no cause for worry, however, since long before the bearing power of the parent plant starts to decline, the young plants are already producing large quantities of fruit.

The hardiness, too, and length of bearing quality are tremendous. Light frosts do not affect Lovett's All Season, which has borne fruit here in the east up to middle of November, when hard frosts stop all vegetation in the garden. We firmly believe that, in due time, Lovett's "All Season" will win for itself the title of the "perfect berry for the home garden." For prices and additional facts see next page.

KENNETH HOLMES, *Pittsburgh, Pa.*, says the following:

"About my Strawberries, a review of your records would show that I purchased last fall 72 plants from you. I planted these in rows and kept the runners in the rows by transplanting them after they rooted. These 72 plants, therefore, finished their first year in seven rows, solidly matted to a length of eighteen feet to the row, and I will start next year with probably 300 selected plants, as I kept only runners

from good fruiting plants and only strong runners.

"While I was increasing my bed, it was fruiting all the time. I had a fair crop in June, a big crop in July, a fair crop in August, and my best crop in September. I will have Strawberries in plenty all season from June till November unless we have a real heavy freeze before that date. We had a large Strawberry shortcake for seven people on November 12th this year, after which I covered the plants for a well-earned rest."

I do not hesitate to say that the "All Season" are the real everbearing. I have tried all the rest and have thrown them all out.—THOS. D. HYATT, *Jamaica, N. Y.*





Illustrating the Everbearing Habit of Lovett's All Season

Lovett's All Season Everbearing Strawberry (Continued)

We truly believe this is the most valuable Strawberry ever offered. In producing it by scientific hand pollenization (by crossing one of the now famous Van Fleet hybrids and the everbearing variety, Superb) Mr. J. A. Kemp, the originator, has given us one of the most valuable varieties ever introduced. We named it Lovett's All Season because for the first time we have a truly everbearing variety, truly bearing all season. It begins in June, and even if the June crop were all one could expect of this variety, it would be a most remarkable acquisition.

But June just opens the season. It bears large quantities right through the summer and fall, the fall crop being greater by far than that of any of the other everbearing varieties. We know of no other variety that will produce the crop of fruit during the hot, dry summer months which this sort does; while in size, the individual berry equals the best of the June varieties. Please note natural-sized fruit illustrated alongside. The habit of continuous bearing is partly illustrated by the cluster on opposite page.

Price:—The supply is limited as yet, but we have on hand several thousand well-rooted potted plants which we offer to those wanting the best at \$4 per dozen, \$25 per hundred.

No less than half dozen will be supplied on any one order, since no correct judgment can be formed of the performance with a smaller number of plants.

What Others Say:

It is always a satisfaction to have customers express unqualified approval of our plants and methods. It is with pardonable pride, perhaps, that we here print a few of the many unsolicited testimonials received recently.

If in the past Lovett's service has been satisfactory, please tell your friends and come again. On the other hand, if any service that we have ever rendered has not been up to standards to which you are accustomed, please let us know; for we fully realize that no business endures which does not make friends and satisfied customers.

CHARLES WELLS, *Fall River, Mass.*, says in part: "My Strawberries from your plants last year were the finest I have ever had."

C. C. & H. C. ALBIN, *CHERRYDALE, VA.* states: "We want to compliment you on your fine packing and careful labelling. They are both very thoroughly done."

MISS MARIE S. HANSEN, *Montgomery, N. Y.* writes:

"The plants arrived in excellent condition and I wish to tell you how pleased I am with their quality. I hope to send you a much larger order next year."

B. TAYLOR LACEY, *East Stroudsburg, Pa.*, writes: "The plants came yesterday. I wish to thank you for your generosity and courtesy, and will write you about the matter later. Everything that I received from you seems to be growing very nicely, and I am very much pleased with them."



Early Jersey Giant
The Early Strawberry
Without a Fault

(See description on next page)

The Van Fleet Hybrid Strawberries

A Distinct Race of Strawberries

These hybrid Strawberries are most vigorous and sturdy in plant growth, are exceedingly prolific of very large, unusually beautiful berries, and, what is best of all, excel in high quality, rivaling in aroma and lusciousness the native wild Strawberry.

They were produced by Dr. Walter Van Fleet, one of the world's greatest hybridizers. They unite the good properties of our best American varieties with those of the finest varieties of Europe. Dr. Van Fleet (who was connected with the Bureau of Plant Industry of the United States Department of Agriculture at the time of his death), when living at

Little Silver, created thousands of these hybrids in a thoroughly scientific manner, and after carefully testing them sold the entire lot to us. After the most severe trials, we found Early Jersey Giant, Edmund Wilson and John H. Cook to be not only "head and shoulders" above others, but "in a class by themselves."

MRS. C. E. LENNON, *Mobridge, S. D.*, writes as follows:

"The Van Fleet Strawberry pot-grown plants bought of you in the spring are growing fine and increasing."



The Van Fleet Hybrid Strawberries (Continued)

Early Jersey Giant

"The Early Strawberry Without a Fault"

(See illustration of a typical cluster on page 9)

So large and fine it outclasses by far all other early varieties. No variety known ripens earlier, and no early variety approaches it in size. Besides being the largest, it is by far the finest of early varieties. The very large, brilliant scarlet-crimson berries are of simply delicious flavor. So rich is their aroma that a fair-sized dish of ripe berries will perfume a room. The beautiful berries are of conical form, with a pointed tip. Plants are strong growers, heavy yielders. Dozen, \$1.25; 100, \$8.00.

Please order early! Our supply of stock plants is not extra large and we feel sure that before the end of the planting season, we will again be "sold out."

The following are worth reading!

WALLACE COOK, *Haddon Heights, N. J.*, writes as follows:—

"A few years ago I purchased a few Jersey Giant strawberry plants from you among other things and I desire to tell you they have been unusually satisfactory. They seem to take kindly to my method of culture on hills where other varieties die off and as for productiveness they can be best described colloquially as 'Wow's.' It is a common thing for people to count sixty berries or more on a plant and the most of them will mature under average conditions."

John H. Cook

"The Variety for Everybody's Garden"
(Illustrated above)

In some respects this is the finest of all the wonderful Van Fleet Hybrids. It is an enormous cropper among the second early varieties. The berries are nearly round (though somewhat irregular in shape), of exquisite quality, blood red in color and very firm. The plants are of strong growth, with large spotless foliage. Valuable alike for the home garden and for market growing. In delicious flavor it closely approaches the wild strawberries. Due to extraordinary demands our supply of this sort is still very low and we suggest early orders to those who would have no other. Dozen, \$1.50; 100, \$10.00.

REV. MERRITT MILLER, *Essex Co., N. Y.*, wrote lately as follows:

"I tried out the Early Jersey Giant and the Edmund Wilson a few years ago. They are fine berries. I want to put out a bed in August and want to put out potted plants. The Early Jersey Giant is a fine early berry, the earliest in this section where I grew them (Dundee, N. Y.) and the largest early berry I have ever seen. The Edmund Wilson is a fine, rich-flavored berry."

The Van Fleet Hybrid Strawberries

(Concluded)

Edmund Wilson—"The Giant Strawberry"

This produces, we believe, the largest fruit of any variety in existence. It is a most unusual berry, with so many exceptional qualities and of such superb flavor, that every home garden should have it. Not so firm as some other varieties and is of a deep maroon color, hence not recommended as a commercial variety. The plants are huge and vigorous. The bluntly heart-shaped berries, which are freely produced, are of very dark color throughout the entire berry and are simply immense. Hard as it may be to believe, it is true, nevertheless, that we have seen many plants of Edmund Wilson twelve inches and more in height, bearing fruit that actually approached in size small apples, or oranges. Ripens in midseason. Dozen, \$1.50; 100, \$10.00.

WE AIM TO PLEASE!

OLIVER W. MCCLUNG, *Brockton, Mass.*, recently sent us the clipping as follows:

Brockton, June 23—An exceptionally large strawberry as large as a child's fist, was grown by Oliver W. McClung in his strawberry bed on Herman St., Montello. The berry, an Edmund Wilson, weighed four ounces when picked. Mr. McClung has several varieties and says that the robins, which he says have delicate palates, will eat none except the Wilson.

Special Offer:

We will send a dozen each (36 in all) of the three wonderful Van Fleet Hybrids, Early Jersey Giant, John H. Cook and Edmund Wilson (all pot-grown), for \$4.00; or twenty-five of each for \$7.50.

ROSE COUR, *Walworth Co., Wisconsin*, writes as follows:

"Last summer we ordered a variety of your Strawberry plants, and we are glad to say they look mighty thriving at this writing, so we have come back for more of Lovett's specialties."

F. A. MASON, *Babylon, N. Y.*

"The John H. Cook strawberry plants bore tremendously and I think I will have quite an increase from runner plants this year. The berries from these plants, Oh me! Oh my! They were big, juicy and of wonderful flavor."

We Are Strawberry Plant Specialists!

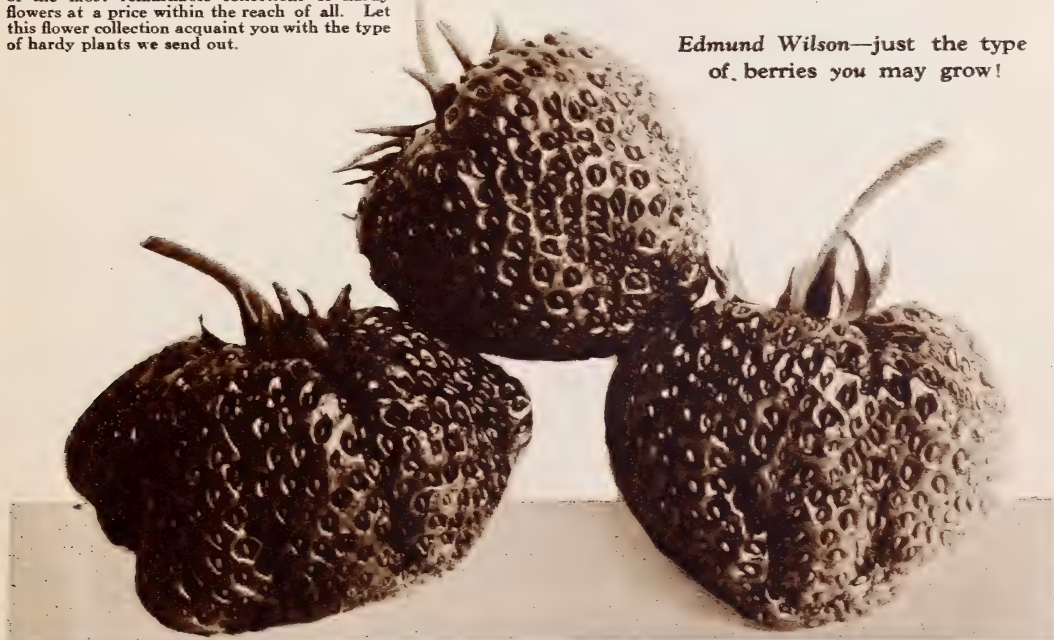
While we do not confine ourselves to growing Strawberry plants exclusively, yet it is with perhaps pardonable pride that we feel that we are rendering American Home Gardeners real service in Strawberry plants. Doing one thing well and doing it better than anybody else, is preferable to splitting energies in many directions. This was the slogan which the founder of Lovett's constantly impressed upon his men. And as the organization grew we made it a point to train specialists for the various departments.

The men in charge of growing our potgrown strawberry plants are true specialists. Instinctively they know the plants that have the stamina. They know how to start them in pots when to lift them and when the plants are ready to give a good account of themselves in the home garden patch.

What has been said about Strawberry plants holds equally true of the various other fruits we grow, as well as many flowering plants and shrubs we are in a position to furnish for home garden and grounds.

Second only in importance to Strawberry plants is our hardy perennial flower department. On the last page of this catalog you will find offered what we consider to be one of the most remarkable collections of hardy flowers at a price within the reach of all. Let this flower collection acquaint you with the type of hardy plants we send out.

Edmund Wilson—just the type
of berries you may grow!





*Champion
Everbearing*

Everbearing or Fall Bearing Strawberries

Year after year we conduct comparative tests on the basis of which we either add to or deduct from our lists of Strawberries. The list of everbearing sorts was, we were convinced, getting too long. Better qualities found in newcomers made the dropping of some of the old-timers desirable. And so the reader will find that several of the old favorites such as "Never Fail" and "Lucky Boy" are not offered this year. The reason for this is that the varieties here offered are so far ahead of the old standbys in every way that we consider it unfair, especially to the newcomers to the ranks of Strawberry growers, to continue to offer them.

The fall-bearing or more properly styled "Everbearing" Strawberries are interesting and surely have decided merit. Fortunately nearly all of them are excellent in quality and give a heavy yield of fruit in June. The subsequent or autumn crop is frequently less profuse. If, however, the blossoms are removed from the plants until the last of June, the autumn crop will be very greatly improved—both in size of yield and of the berries themselves.

On moist, fertile land our pot-grown plants of these fall-bearing Strawberries frequently produce some sweet, ripe berries in a few weeks from the time they are planted. We advise "hill culture" (done by clipping off all the runners soon after they appear, thus restricting the growth to the parent plants) for best results with these varieties.

Price, Pot-grown Plants, dozen, \$1.25; 100, \$8.00; except as noted.

CHAMPION EVERBEARING.—In Michigan, the original home of this remarkable variety, it out-classes other overbearing varieties to such an extent that it really promises to crowd them all into oblivion, excepting, of course, *Lovett's All Season*—the berry without a peer! It is claimed to produce "fine dark-red delicious strawberries from July until frost" and to be so very productive that 256 berries have been found on one plant. It is hardy, a good plant maker and free in pollen, so does not need the association of another variety in order to produce its large crops. Dozen, \$1.50; 100, \$10.00.

PROGRESSIVE.—This variety has a wide-spread popularity. Each year it produces two large crops: The June yield, coming with the second early sorts, is so heavy, it is a profitable variety at this season; and in the autumn it yields quite freely until freezing weather.

The plants are of vigorous habit and very attractive with their large clean leaves. The berries are so smooth and uniform in size and shape that one might think them turned from a mould. They are deep crimson, glossy and of good quality, though rather small during some seasons.

Lovett's for Garden Fruits and Other Nursery Stock

For nearly half a century this nursery has specialized in growing a better plant product of such fruits as Strawberries, Raspberries, Blackberries, Grapevines and other Small Fruits for the home garden. Gradually we broadened our endeavors by adding, as *specialties*, Roses, hardy "old-fashioned flowers," shrubs, hedge plants, etc. Grown by specialists, plants from Lovett's Nursery combine all characteristics necessary for success on *your* grounds. Give them a chance!

Fall-Bearing Strawberries

(Continued)

IDEAL.—In vigor and size of plant it is a decided improvement upon the older varieties, and the berries are of large size (comparatively speaking) and as fine in quality as any June-bearing variety.

Dozen, \$1.50; 100, \$10.00.

SUPERB.—No other Fall-bearing variety is so well known or so largely planted. It yields a good crop both summer and autumn. Pot-grown plants, set out in summer, yield a few berries the first autumn and a fine crop the following year. The berries are nearly round, smooth, dark crimson, glossy, of sweet mild flavor, and larger than those of the Progressive. Plants are vigorous for a Fall-bearing variety, with clean, dark-green leaves.



Special Everbearing Collection Offering a Long Bearing Season:

12 Lovett's All Season.....	\$4.00	12 Ideal	1.50
12 Champion Everbearing....	1.50	12 Progressive	1.25
12 Superb.....			1.25

A total value of \$9.50 for \$8.00

This is the greatest offer of Everbearing sorts ever made. The above 60 plants, combined with the collection of June-bearing sorts offered on page 15, will give to any home garden "the greatest berry patch on earth!"

Progressive

(See page 12)



Superb

General List of June-Bearing Strawberries

Price, pot-grown plants, dozen, \$1.00; 100, \$7.00, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10%.

BARRYMORE.—A superb variety, as illustrated along side. The bluntly conical berries are of large size, beautiful to look upon, firm and meaty, and are of surpassing quality—rich and sugary. The color is rich dark crimson (which it holds unchanged after picked), with glossy surface; the flesh is deep red Midseason to late.

BRANDYWINE.—The plants produce vast quantities of uniformly large, bright crimson berries that are not only firm enough for shipment but of good quality as well. Rather exacting, however, in that it demands deep rich soil, well manured, in order to give best results. Midseason.

BUNN'S SPECIAL.—A glorified "Senator Dunlap" producing far more fruit than that popular old variety, and the fruit is larger. Dozen, \$1.25; 100, \$8.00.

BUSHEL BASKET.—One of the very finest varieties introduced in many years, awarded the Barry Gold Medal. Even so, we did not expect it to be so remarkably fine as it did prove. It is an immense plant, fruiting in mid-season; and the fruit, though unusually large, is freely produced and of high quality. Dozen, \$1.25; 100, \$8.00.



Barrymore



Brandywine



Chesapeake



Bushel Basket

CALIFORNIA

Out of 30,000 hybrids the originator chose 84 as being worth while for use in conducting further experiments. He finally fixed the characteristics of seven of these 84 in a sufficient degree to consider them unique. The choicest of these, he named California, in honor of his state. California is a heavy producer of large berries of the finest flavor and aroma. The plants are very hardy, free from all diseases, altogether a distinctly worthwhile acquisition. Dozen, \$1.25; 100, \$8.00.

CAMPBELL'S EARLY.—Grown very extensively in the southern part of New Jersey. The berries are uniform in size and shape, bluntly conical, firm for an early variety and bright crimson in color. Plant, a strong robust grower and very prolific. Extra early.

CHESAPEAKE.—A splendid variety, but to be at its best it should be grown on rich loamy soil and given high culture. The berries are uniform and beautiful, with smooth, even surface and prominent seeds. The color is bright, lively crimson and the prevailing form is heart-shaped. Flesh firm, quality very good. Plants vigorous and healthy with large foliage. They multiply sparingly. Mid-season until quite late. If one has rich soil and will cultivate it freely, it is an excellent kind. Dozen, \$1.25; 100, \$8.00.

CHARLES I.—Extra early, being one of the very first varieties to mature its fruit. A big cropper of evenly shaped, well colored berries. Because of its extra heavy root system will withstand drought better than almost any other variety. Dozen, \$1.25; 100, \$8.00.

June-Bearing Strawberries (Continued)

HUNDRED DOLLAR.—A very valuable midseason variety. The plant is a strong, vigorous grower and among the most prolific. The berries, which are hardly firm enough for distant shipment, average very large indeed; the color is bright scarlet and the quality mild, sweet and luscious. There are indeed few varieties more valuable for nearby markets or for the home garden.

JOE.—A most valuable sort, ripening just after the Chesapeake, equals it in size, firmness and yield, surpasses it in color and flavor; but it succeeds under all soil conditions; hence is more valuable. It is a mid-season to late variety and very productive of very large, beautiful berries (see illustration above) with large bright-green calyx, and is one of the best in flavor. Well nigh ideal both for the home garden and market.

We ARE Specialists, But—

While this catalog is devoted to Strawberry plants *exclusively*, we grow an extensive collection of other fruits for the home garden, besides many flowering plants, shrubs, trees, evergreens, etc.

If in need of ornamentals for your garden, please ask for our catalog No. 114. We do try to render service pleasing to all and it is no small measure of reward to receive letters like this:

"The shipment of shrubbery by parcel post has been received and is O.K. With this shipment and the previous one by express I am very well pleased both as to quality and prompt attention to my orders." T. W.

KEIFE Bethlehem, Pa.



Gandy

COLLINS.

—A long season berry that is at its best when most midsummer varieties stop bearing and before the late varieties reach the height of their bearing season. Fine for the man who desires a constant supply of high-class berries. Equally useful as a shipper. Dozen, \$1.25; 100, \$8.00.

DELICIOUS.—A medium late to late variety, producing enormous crops of berries that are truly delicious, and of very attractive appearance. Originated in New York State and gives best results from Philadelphia northward. Dozen, \$1.25; 100, \$8.00.

EATON.—Of remarkable size, excellent in color, of superior flavor, and possesses every characteristic to make it one of the really worth-while Strawberries introduced to date. It yields large berries in greatest profusion and their dark red color easily makes them one of the most desirable for canning. Dozen, \$1.25; 100, \$8.00.

GANDY.—Almost every berry grower knows this old and trusted friend. It was introduced by us thirty-four years ago and has been largely grown ever since. The texture is of the firmest and the color, a bright flame. After picking, this bright color remains until decay. Although the berries are large to very large, the flavor is rather acid and not of the highest quality. After a third of a century of service it is still one of the finest late sorts in cultivation.

GLEN MARY.—Still retains its popularity, especially throughout the Middle and New England States, where it does best. Because of its superb quality and tremendous productivity it is, without doubt, one of the most satisfactory varieties to grow, especially in the home garden. Should be planted near some good pollinizer such as Joe.

HOWARD No. 17.—A good second early, bearing good-sized berries, over a long season; an intensely strong grower, with large, beautifully colored berries of uniformly high quality.



Joe



Hundred Dollar



One of the best—Lupton

Fully described on page 16

June Bearing Strawberries

(Continued)

JUDITH.—The plants come into bearing very early and continue through a long season. The large well-flavored fruit maintains its size uniformly throughout the season. The deep red berries are large, pointed in shape, and of a deep red color throughout, to the core. They are firm and full of juice—a combination that makes this variety ideal for both home and market garden purposes. Dozen, \$1.25; 100, \$8.00.

LUPTON.—We consider this one of the best sorts, if not the very best late-season variety; furthermore, it is one of the most productive, bearing fruits of immense size. Lupton is a very heavy yielder. Berries are large (see natural-size fruit shown on page 15), bluntly conical, bright flame-colored, glossy and retain their color after being picked; has a large, double dark-green calyx or "burr," hence is very showy; it is also very firm.

MARSHALL.—This is a real "quality" berry, and those who have made its acquaintance will be satisfied with no other. Like many of our best sorts, it should be grown on good loamy fertile soil to produce best results. It is a very attractive large berry (see illustration), of rich quality and meaty texture, ripening in midseason. One of the best varieties for forcing under glass in winter.

McKINLEY.—The high quality of its fruit raised this variety to an unrivalled position for the home garden, before the appearance of the Van Fleet Hybrids. It is pre-eminently a variety for the home garden, being too tender in texture to endure shipment. The berries are too large, handsome and freely produced on strong-growing plants. Ripens in mid-season



Premier

NEW YORK.—Another "quality" berry ripening in midseason. It is in many respects very much like Marshall, but appears to give better results under less exacting soil conditions than does that popular old sort.



McKinley

NICK OHMER.—This splendid old variety, because of its vigor of growth and high quality, is still in great demand; we regard it as among the very best of the midseason to late sorts. Produces extra large fruit of superlative quality. Good for forcing under glass in winter.

PEARL.—Ripens almost two weeks after the other late varieties have finished bearing, and is consequently very valuable. Belongs to the giant class (see illustration below). Immense in plant, immense in size of fruit, immense in every way. Dozen, \$1.50; 100, \$10.00.

PREMIER.—One of the very best of the extra early varieties; in fact, we consider it excelled by no early variety except our own Early Jersey Giant. It succeeds on almost all sorts of well-drained soils and throughout a large section of the country. Pro-

duces in vast quantities berries of good size, attractive appearance and excellent quality (illustrated above).

ROYAL SOVEREIGN.—"In a class by itself" for forcing under glass in the winter time. It is an English variety and of wonderfully high quality both under glass and when grown out of doors. Ripens from early to mid-season. The true variety is indeed scarce. Dozen, \$2.00; 100, \$12.00.



Pearl



Marshall

June Bearing Strawberries

(Concluded)



Senator Dunlap

SENATOR DUNLAP.—For those who desire a heavy crop of fruit, but do not care much about the size of the individual berries, this is the variety to plant. It does well on any soil except that which is so low and damp as to be really sour. Of good quality for a firm berry and the berries uniform in color and shape (a good specimen is shown alongside). Largely planted for market and found very profitable. It is a second early to midseason variety.

SHARPLESS.—A variety that fruits rather late in the season and a good old sort that still "holds its own" with the best of them. It is a good healthy grower and produces handsome large berries of fine quality. One of the best varieties for forcing under glass.

SUCCESS.—All things considered, this is one of the best early varieties, both for the home garden and nearby market. Berries slightly oblong, with blunt end, bright scarlet or flame color, quite large and uniform in size, color and shape (see typical specimen in lower right hand corner). Plants are vigorous.

STEVENS LATE CHAMPION.—Here is another descendant of the Gandy. Like its parent, it ripens late and is similar to it in many respects. However the berries are not so uniform in size and shape and not nearly so handsome as the Gandy. Excellent for canning, since it will hold its shape and retain its flavor. It is a most prolific late sort.

Lovett's "Well-balanced" Home Collection

How would you like to be able to go into your garden any time—from early June until the snow flies—and gather a nice lot of quality berries? Here is a "quintette" that will enable you to do so, offered in plants bound to grow, bloom and bear!

- 20 Premier—one of the best of all earlies.
- 20 Wm. Belt—a dandy to follow Premier
- 20 Joe—none finer for midseason
- 20—Lupton—best all round late
- 20 Champion Everbearing—for continuous crops till frost

Special:—A total of 100 sturdy pot-grown plants for \$7.50, by express



Wm. Belt

J. B. LESTER, *Los Angeles, Cal.*, expresses delight about above "Home Collection," as follows:—

"Last November I received 100 strawberry plants (Home Garden Collection) as per offer, page 16 catalog; they arrived in excellent shape and you might be interested to know that they are in blossom (February 15th)."



Stevens Late Champion



Success



Imperial Japanese IRIS (Iris Kaempferi)

The Japanese Iris may truly be called the aristocrat of the family. Of stately habit, of color combinations as rare as they are beautiful, they differ from the Liberty Iris in being of greater size, while the flowers are carried at the head of the stem rather than disposed around the stem. Moreover, their blooming season extends over almost a month, prolonging the Iris season for the best part of two weeks.

The varieties which we offer were selected by Professor Georgeson in Japan, and are, we honestly believe, as fine as any obtainable anywhere.

Double White. GOLD BOUND—Six large, open milk-white petals, deep yellow at base.

Peacock—Nine large overlapping petals; violet purple, veined with white.

Pyramid—Nine large petals, indigo blue, veined with white.

Stella—Three violet petals, veined white.

Strong roots, each 35c; dozen, \$3.50; 100, \$25.00.

JAPANESE IRIS. Mixed Varieties

These are all good varieties, the labels of which have become lost. Splendid, strong roots, each, 25c; dozen, \$2.50; 100, \$18.00.

Liberty Iris

(*Iris Germanica*, *Fleur de Lis*—the national Flower of France)

Great and varied as are the surprises in the June garden, it is the Iris, perhaps, that fascinates most, with its gorgeous array of colors. Named after the Goddess of the Rainbow, a border of modern Liberty Iris will make any rainbow look rather drab and dreary. Varying in hues from delicately penciled white and lavenders, through all the colors to deep chocolate brown and an intensely rich royal purple, there is not a lover of flowers who would not fall in love with one Iris or another among the scores of kinds offered on this and the following page.



The Iris has been called the poor man's orchid. It is much more. It is the floral standby for gardeners rich or poor who are blessed (?) with poor soil. No other flower that we know is as indifferent to soil fertility as the Iris. It will literally grow anywhere, in sand, under drip of roofs, near foundations, where it is too dry and the soil too poor to grow anything. It will not only thrive but bloom freely. Of course in a fertile soil the plants will be thriftier and the flowers will be larger. But even in poor soil, the Iris is free-flowering and brings the most indifferent gardener a measure of reward that can not be expected from any other flower. All are so hardy and sturdy, they succeed with very little care. All are splendid for use as cut flowers, in addition to their value for lawn adornment. The upright petals are termed "stand,"; the drooping ones, "falls."

A Cultural Hint—Most planters set Iris roots too deeply. They should be so placed that the neck of the root is just level with the surface.

LIBERTY IRIS OF UNUSUAL MERIT

Florentina alba. SILVER QUEEN—Stands and falls porcelain, shading to pure white; flowers large; blooms very early; fragrant.

Iris King—Stands clear lemon yellow; falls rich maroon, bordered with yellow. Flowers very large and exceedingly brilliant in color.

Pallida Dalmatica (true)—Stands tender lavender; falls deeper lavender with shadings of soft blue. Flowers very large and fragrant. Tall habit.

Purple Queen. FLORENTINE BLUE—Stands and falls rich violet purple. Flowers very large; the earliest of all.

Each, 25c; dozen, \$2.50.

STANDARD VARIETIES

Abd-el-Kadir. VICTORIA—Stands smoked yellow; falls yellow, veined purple-plum.

Brooklyn—Stands porcelain; falls light blue, veined with russet shading to light blue.

Celeste—Pure celestial blue throughout, shading to porcelain; large open flowers.

Chas. Dickens. OROVA—Stands light violet; falls indigo with white at base.

Charlotte Patti. BRILLIANT—Stands golden; falls light yellow, veined white.

Price, 15c each; \$1.50 dozen; \$10.00 per 100.

Liberty Iris (Continued)

Darius—Stands, lemon yellow; falls, light yellow blotched and marbled with rosy lilac

Delicata—Stands, delicate straw, tinted with rose; falls, deep lilac shading to white

Donna Maria. EDITH COOK—Stands, azure falls, indigo, white base veined with indigo

Dr. Parnet—Stands, soft rosy lilac; falls, pure lilac shading to white

H. Cramer—Stands, deep celestial blue; falls, pure Yale blue; tall habit; blooms early

Herant—Stands bluish-lilac; falls, violet in center and lilac blue at edge of petals

La Tendre. BRIDESMAID, EDINA—Stands, porcelain; falls, light blue, veined violet

Leopold—Stands, smoked lavender; falls, light purple shading to white at base

Pallida Speciosa—Stands, violet; falls, plum with white at base

Pauline—Stands, bright blue; falls, darker.

Pres. Thiers—Stands, mauve, brown at base; falls, purple, base marked brown and white.

Queen of May. ROSY GEM—Stands, bright rosy lilac; falls, a shade darker. Showy

Rebecca. HONORABILIS. SANS SOUCI—Stands, golden yellow; falls, mahogany brown.

Sir Robert Peel. ZEPHYR—Stands light, and falls dark, blue

All above, 15c. each; dozen, \$1.50; 100, \$10.00.
Varieties Mixed, each, 12c; dozen, \$1.25; 100, \$7.50.

IRIS PUMILA HYBRIDS

8 in.—These Hybrids were produced by Dr. Van Fleet, the celebrated plant hybridizer.

Canary Bird—Produces, as do all these Hybrids, almost a solid mass of color, the flowers of this variety being a bright canary yellow.

Sea Gull—The flowers are the same gray, but not a cold gray, that one sees frequently in a winter sky. It is also the color of the plumage of a sea gull.

Swan—Although the blooms, of this variety, from a distance look pure white, they have, upon close examination, a suggestion of cream, or a very faint bluish cast about them

Blue Jay—Produces flowers of a cheerful bright blue which, contrasted with the lighter colored blooms of the other three sorts, give a most striking and beautiful effect

Each, 30c.; dozen, \$3.00

Iris pumila, Mixed—The colors range through the various shades of blue and yellow. Many show bloom early in May. Each, 20c.; dozen, \$2.00.

IRIS PSEUDO ACORUS

Water Flag, 2 to 3 ft.—Of tall habit. Produces golden yellow flowers in June. Prefers a moist or wet situation. Each, 25c.; dozen, \$2.50; 100, \$15.00.

SIBERIAN IRIS. *Iris Sibirica*

Flowers similar in form to those of the Liberty Iris. While smaller, they are of more graceful shape and of intenser coloring. Excellent for cutting.

Blue King—Clear, rich blue

Orientalis—Rich violet blue

Snow Queen—Pure milk white

Each, 20c.; dozen, \$2.00; 100, \$12.00.

LOVETT'S

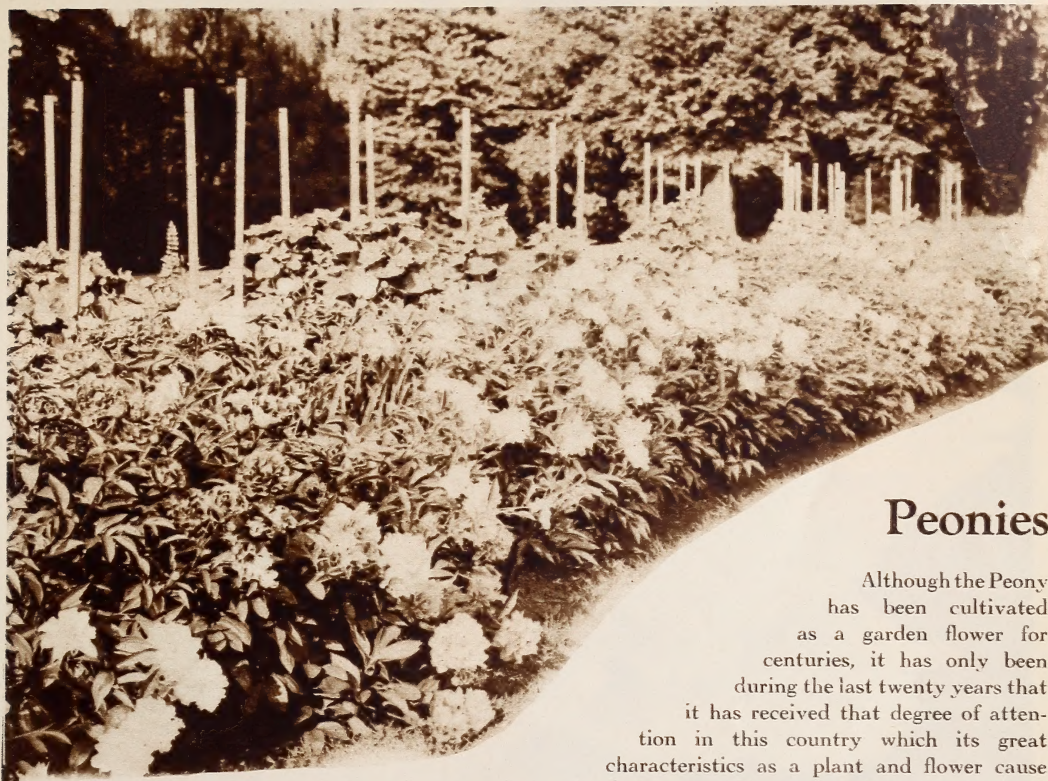
"RAINBOW" COLLECTION OF LIBERTY IRISES

To further popularize the growing of this charming class of hardy plants we offer 6 plants each of the following six varieties—36 plants in all for \$3.00. Here is what we'll send:

6 each of Queen of May; Sir Robert Peel; Darius Delicata; Dr. Parnet; La Tendre

See description above and order as *Lovett's Rainbow Collection*





Peonies

Although the Peony has been cultivated as a garden flower for centuries, it has only been during the last twenty years that it has received that degree of attention in this country which its great characteristics as a plant and flower cause it to deserve. The modern Peony is a marvel of beauty and fragrance. A well-grown plant, in full bloom, is as pleasing a sight as any in the June garden. A bed of them is truly an inspiration. By planting early, midseason and late blooming sorts, three weeks of continuous floral beauty may be enjoyed.

Peonies may be replanted any time after the crown buds, or "eyes" are fully developed, generally during September-October. Plants should be set three feet apart in beds or borders and care should be taken not to plant them too deeply. The pink "eyes" on the crown should not be covered with more than two inches of soil. Once established Peonies live for years. They are perfectly hardy, need no protection and, for best results, clumps should be divided every five or six years. Pinching off the side buds will result in bigger individual flowers.

Uniform price, except as noted, each 75c; dozen, \$7.50.

Abel de Pujol—Lilac rose, shaded white.

Banquet—Light pink, flowers in clusters.

Canari—Midseason. Primary petals white, flushed delicate pink, changing to pure white with deep primrose yellow center. Collar next to guards, white. Bomb type. One of the freest blooming. Fragrant, tall.

Couronne d'Or (Crown of Gold)—Semi-rose; white with a ring of yellow stamens, crimson splashes; late; agreeable fragrance. Medium height and

strong grower, blooming freely. Unusual waterlily fragrance. A very valuable Peony for dependability and size; a true "crown of gold."

Duchesse de Nemours—Large sulphur white, with a pronounced greenish reflex. Pleasant odor, vigorous grower and free bloomer in clusters. Early, fragrant one of the best whites. Very upright in growth.

Felix Crousse—Among the finest of all double red sorts. Bomb type, bright red, midseason. Good odor, robust grower, and free bloomer. Each \$1.00: dozen, \$10.00.



PEONIES (Continued)

Festiva Maxima—Pure white, with dashes of blood red at center. Rose type; very early, fragrant. Very sturdy. One of the best whites in existence.

Lady Bramwell—Soft silvery shell pink, very fragrant; tall habit, free bloomer; very valuable.

Madam Coste—Medium size, bomb type. Rose tinted glossy white. Tufted center. Collar cream-white, center flecked with crimson. Free bloomer. Fragrant.

Madam Ducl—Whole flower, both guards and bomb, solid color of silvery lilac-pink. Free flowering, very large, midseason. Very double. The closely set center petals are incurved like a chrysanthemum.

Marie Lemoine—Rose type, ivory white, with gigantic blooms. Very strong grower, blooms freely, fragrant. Fine for cutting.

Mons. Boucharlataine—Semi-rose type late mid-season. Large, full, compact imbricated bloom. Bright pink, shaded darker pink. Very erect and strong grower, fragrant.

Monsieur Jules Elie—Globular crown, guards violet rose, collar cream white. Very pleasant odor. Free bloomer, medium size stems, large blooms. Bomb type. One of the most beautiful shaped Peonies. Each, \$1.00; dozen, \$10.00.

Ne Plus Ultra—Midseason, very large, full bloom of bright rose, ends of petals silvery tipped.

Prince of Wales—Pure blush; large, full, showy flowers. Free bloomer. Splendid variety.

Purpurea Superba—Large bomb type. Uniform dark rose-red. Tall, free-bloomer. Midseason. The tallest red.

Queen Victoria—One of the most abundantly flowering. Pure white, bomb type, occasionally flecked with red. Very strong grower, medium height, very free bloomer. One of the best for the cut flower market.

Rubra Superba—Rose type. Deep crimson, medium grower and bloomer. Large, compact, fragrant. Very late.

Any of above, except as noted, Each, 75c.; dozen, \$7.50.

Plant an Old-fashioned Hardy Garden This Summer!

The majority of hardy perennials bloom during spring and early summer and are safely transplanted as soon as they are through flowering. Since the amount of flowers they will bear for you next spring depends upon the root growth made this fall, we suggest late summer planting, not only as thoroughly practical but also as highly desirable.

Planting hardy perennials is like investing your garden money in good bonds. The first investment is the only investment. After that, you gather regular interest in form of increase in plants, and extra dividends in ever-increasing crops of flowers year after year.

Because the choice among hardy Perennials is so great as to be bewildering, we have made it a point to help newcomers by offering

Lovett's "Sunshine" Collection of Hardy Flowers

So great has been the satisfaction created by this offer, that year after year we have sold greater quantities, which in turn has enabled us to give greater values. For this fall we promise to give you the following great collection:

51 Sturdy Plants

—bound to bloom—3 each of 17 distinctly
worth-while classes, for **\$5.00**

Achillea "Boule de Neige"—Splendid for cutting.

Alyssum saxatile—"Basket of Gold"

Asters, Hardy—your fall flowers.

Campanula persicifolia.—Peach Bells

Columbine—long-spurred Hybrids

Coreopsis lanceolata—the brightest yellow garden flower.

Daisy, Shasta—most popular for cutting

Hemerocallis or Yellow Day Lilies

Delphinium or perennial

Larkspur—blue shades

Heliopsis—an early form of hardy Sunflower

Iberis or Hardy Candy-tuft—best for edging

Iris—Germanica, or Liberty, *Iris*

Lupinus Polyphyllus—blue Lupins

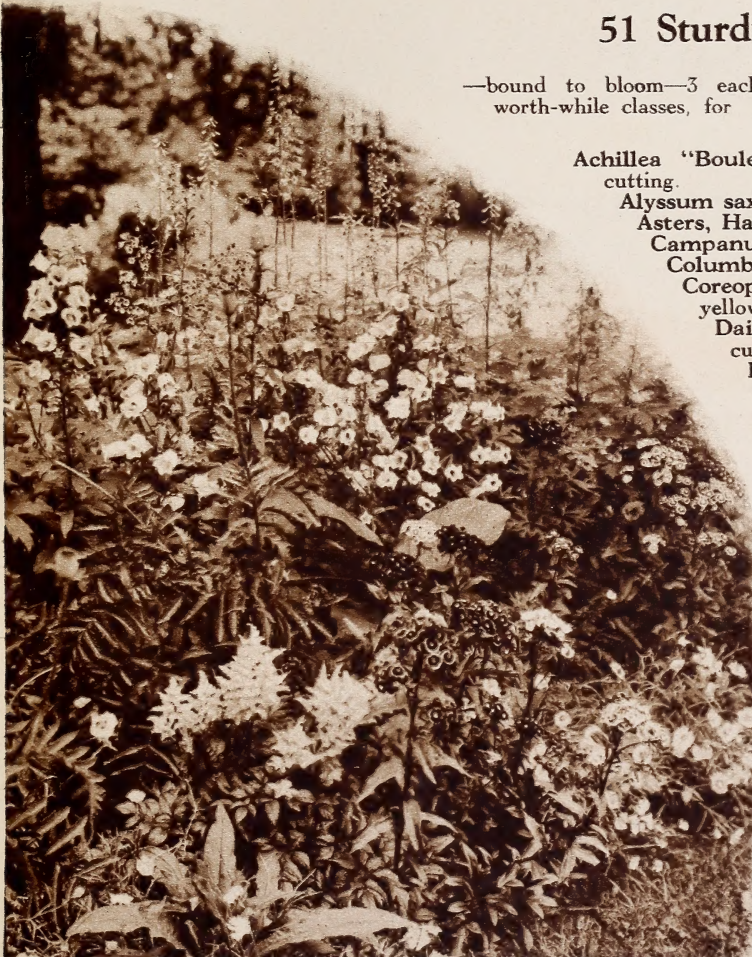
Lysimachia—the attractive Loosestrife

Phlox—tall hardy kinds

Phlox subulata—dwarf, for edging

Pinks—hardy clove, or spice, pinks

This is absolutely the greatest value of old-fashioned hardy plants that we have ever offered! Tell your neighbors about it! Get 5 orders for 5 collections and we'll send you 1 dozen new and rare perennials with our compliments.





Mother Earth—the All Provider!



SINCE the beginning of time the Earth has given. Its body brought forth the waters that begot vegetation. Vegetation encouraged and nourished animal life. Together they furnished the varied diet best for mankind, the last to arrive and to benefit by Earth's gifts.

After many lessons man learned the law of compensation. He learned that cultivation would improve plants, increase crops. He also learned that, the better the varieties of plants entrusted to the earth, the more plentiful and better would be the returns. The last quarter century has seen a steadily growing appreciation of these facts. Experienced planters and gardeners plant and grow the best, knowing that in return the earth will give her choicest.

This Nursery deals in the best to be planted in fruits and flowers. A constant weeding out process maintains varieties we offer at the highest standards. Only plants holding promise of fair returns are offered, because we know that crops of plentiful quality will win us loyal customers and constant friends.

LOVETT'S NURSERY, LITTLE SILVER
NEW JERSEY